



By Varda Lief

With Bruce D. Temkin

Kathryn McCarthy

Jeremy Sharrard

Tobias O. Brown

Forrester Research, Inc.

400 Technology Square

Cambridge, MA 02139 USA

617 / 497-7090

617 / 613-5000

Forrester Research B.V.

Linnaaplein 5

1075 AW Amsterdam

Netherlands

+31 (0) 20 305 43 00

+31 (0) 20 305 43 33

www.forrester.com



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## Net Marketplaces Grow Up

Vertical B-to-B eMarketplaces are all the rage. But as these sites begin to collide within industries, they'll need to interconnect with other marketplaces to survive.

### 2 INTERVIEWS

- eMarketplaces have ambitious goals -- they expect their transaction volume to grow more than seventyfold by 2001.
- 74% of sites will provide more than one transaction mechanism within two years.

### 8 ANALYSIS

- Transaction fees alone won't pay the bills for eMarketplaces.
- Within two years, eMarketplaces will evolve into interconnected one-stop shops.

### 15 ACTION

- Firms should invest in eMarketplaces, not build them.
- Specialized services will affiliate with marketplaces.

### 16 WHAT IT MEANS

- The FTC must allow firms to work together -- unfettered.
- eMarketplaces will become a system integrator specialty.

### 17 RELATED MATERIAL

### 18 GRAPEVINE

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